

Remarks

On page 1 of the specification, the status of a related application has been updated.

On page 7 of the specification, a typographical error has been corrected, and a reference numeral "144" has been inserted.

Claim 8 has been amended to conform the phrase "wherein at least one item configuration option includes reducing a final price for a digital content item if advertising is included in the digital content item" to the corresponding phrase of claim 25. The identity of this language in claims 8 and 25 was mentioned in the undersigned attorney's May 8, 2007 informal FAX to the Examiner, proposing amendments to the claims. However, the undersigned attorney only recently noticed that the language of claim 8 appearing in the Examiner's Amendment is slightly different. The Applicants' language is preferred, rather than the Examiner's language, because the term "cost" (rather than "final price") fails to appear elsewhere within claim 8.

It is respectfully submitted that these proposed amendments do not introduce new matter, and the claims are allowable without further search or consideration. Therefore, entry is appropriate under Rule 312, and is respectfully requested.

In the event of any questions pertaining to this Rule 312 Amendment, the Examiner is invited to telephone Applicants' attorney Ann M. McCrackin (located in Minneapolis, Minnesota) at (612) 349-9592 or Applicants' below-signed attorney (located in Phoenix, Arizona) to facilitate prosecution of this application.

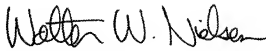
Respectfully submitted,

TODD A. SCHWARTZ ET AL.

By their Representatives,

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By /



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